

## ABSTRACT OF THE INVENTION

A technique is disclosed for generating markup information to be displayed on a client computer system. The client system includes memory configured to store at least one update file which comprises keyword information relating to keywords suitable for markup. In one implementation, the update file is generated at a remote server system and downloaded to the client system. When a new document (e.g. a web page) is displayed on the client system to an end user, selected context associated from the document is analyzed for selected keywords. In a specific implementation, the selected keyword information is provided by an entity other than the end user. Using the selected keyword information, specific context in the document is selected to be marked up. According to a specific embodiment, the selection of the document context to be marked up may be performed at the client system. Markup operations are then implemented at the client system on at least a portion of the selected document context, thereby resulting in marked up document context which has a visual appearance that is different than the appearance of the initial parsed context. Additionally, a pop-up advertisement may be automatically displayed on the client system based upon the identified context in the document. When the user clicks on a portion of the marked up document context, the user may be redirected to a target URL which was not included as part of the initial parsed document context. Alternatively, a pop-up window or layer which includes a plurality of different links may be displayed to the user.